

advertisements have been transmitted, said reporting being accomplished during the continual repeating of steps (c) through (e), such that said reporting is in real time of users viewing the advertisements and the adjusted profiles being redefined.

28. A method as claimed in Claim 27 wherein the step of reporting includes displaying to sponsors of the advertisements, characteristics of the adjusted profiles each time the profiles of target users is redefined, such that sponsors are able to view in real time the advertisements becoming better targeted.

REMARKS

The foregoing amendments to the Specification are for purposes of clarity in reading and consistency in usage of terms. These amendments correct errors which are clerical and/or grammatical in nature. No new matter is being introduced.

More particularly, the amendments to Specification page 6, line 21, clarifies the sentence, which describes the functionality of a generic computer network.

The amendment to page 12, line 18 corrects a typographical error in the reference number "37d". See Fig. 3a as originally filed for support.

The amendment to page 14, line 12 corrects an omission. See Appendix I, page 53, line 19 through page 54, line 7 as originally filed for support.

The amendment to page 23, line 8 makes the Specification more consistent. See Fig. 5b as originally filed for support.

The amendment to page 23, line 21, inserts clarifying language. See Specification page 28, lines 15-25 as originally filed for support.

The amendment to page 24, line 2 inserts language to make the description consistent with the drawings. See Fig. 5d as originally filed for support.

The amendment inserting a sentence on page 25, line 2 makes the Specification more consistent. See Specification page 68, lines 4-6 as originally filed for support.

The amendments inserting reference number 43 throughout pages 24, 25 and 31 are supported by Fig. 4a as originally filed. Likewise, the amendments inserting reference number 45 throughout pages 32 and 33 are supported by originally filed Fig. 4b.

On page 45, the insertion after line 29 makes the Specification more consistent. See Specification page 47, line 9 as originally filed for support.

On page 50, the insertion after line 2 corrects an omission. See Specification page 50, line 29 as originally filed for support.

On page 50, the insertion after line 30 makes the Specification more consistent. See Specification page 16, lines 9-15; page 41, lines 30 through page 42 line 1; and page 50, line 31 through page 51, line 8 as originally filed for support.

On page 51, the insertion after line 29 makes the Specification more consistent. See Specification page 19, line 20 as originally filed for support.

The amendment to page 57, line 4 makes the Specification more consistent. See Specification pages 51, line 31 through page 53, line 18 as originally filed for support.

The amendment to page 58, deleting lines 1-24, corrects a redundancy with the discussion on page 21, line 20 through page 22, line 3 of the Specification as originally filed.

The amendment to page 63, inserting language after line 32 corrects an omission. See page 62, line 7 and page 63, line 3 of the Specification as originally filed for support.

The amendment to page 68, lines 27 and 28 clarifies the Specification. See page 68, lines 4-6 and lines 16-19 of the Specification as originally filed for support.

The amendments to Claim 3s and 4 are for clarity and are supported at least by Specification page 3, line 4 through page 5, line 2; page 7, line 13 through page 8, line 4; and page 75, lines 4-13, as originally filed.

The amendments to Claim 5 are supported by at least Specification page 8, lines 12-15 as originally filed.

The amendments to Claim 6 are supported at least by Specification page 3, line 32 through page 4, line 21; page 7, line 32 through page 8, line 4; page 9, lines 19-30; page 28, lines 13-25; page 32, lines 16-33, as originally filed.

The amendments to Claims 8 and 12 and new Claim 22 are supported by Specification page 4, lines 10-21; page 29, lines 5-24; page 32, lines 16-33; page 71, lines 23-28; and Page 75, lines 13-19 as originally filed.

The amendments to Claim 11 are supported at least by Specification page 8, lines 13-15 and page 9, lines 19-30 as originally filed.

As to the new claims now added, support for new Claims 23, 24 and 25 is found at least on Specification page 28, line 13 through page 29, line 24; page 32, lines 27-33; page 68, lines 1-19, as originally filed. Support for new Claim 26 is found at least on Specification page 3, lines 4-25; page 7, lines 13-31 and pages 11-13 as originally filed. Support for new Claims 27 and 28 is found at least on Specification page 35, line 25 through page 36, line 16; page 38, lines 3-8; page 44, lines 27-31; and page 68, lines 1-19, as originally filed.

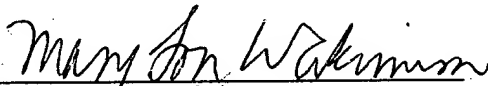
The foregoing amendments to the claims and Specification are for purposes of clarifying the present invention. In particular, the amendments provide a description and claims that particularly point out and distinctly claim the subject matter to which the

applicant regards as his invention. No new matter is being introduced.

Acceptance is respectfully requested.

If the Examiner believes that a telephone conference will aid in the prosecution of the present invention, then he is invited to call the undersigned.

Respectfully submitted,


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